

Parks in Fresno: Planning for a Sustainable Future

Amanda Brown-Stevens and Andrew Flynn, April 26, 2016

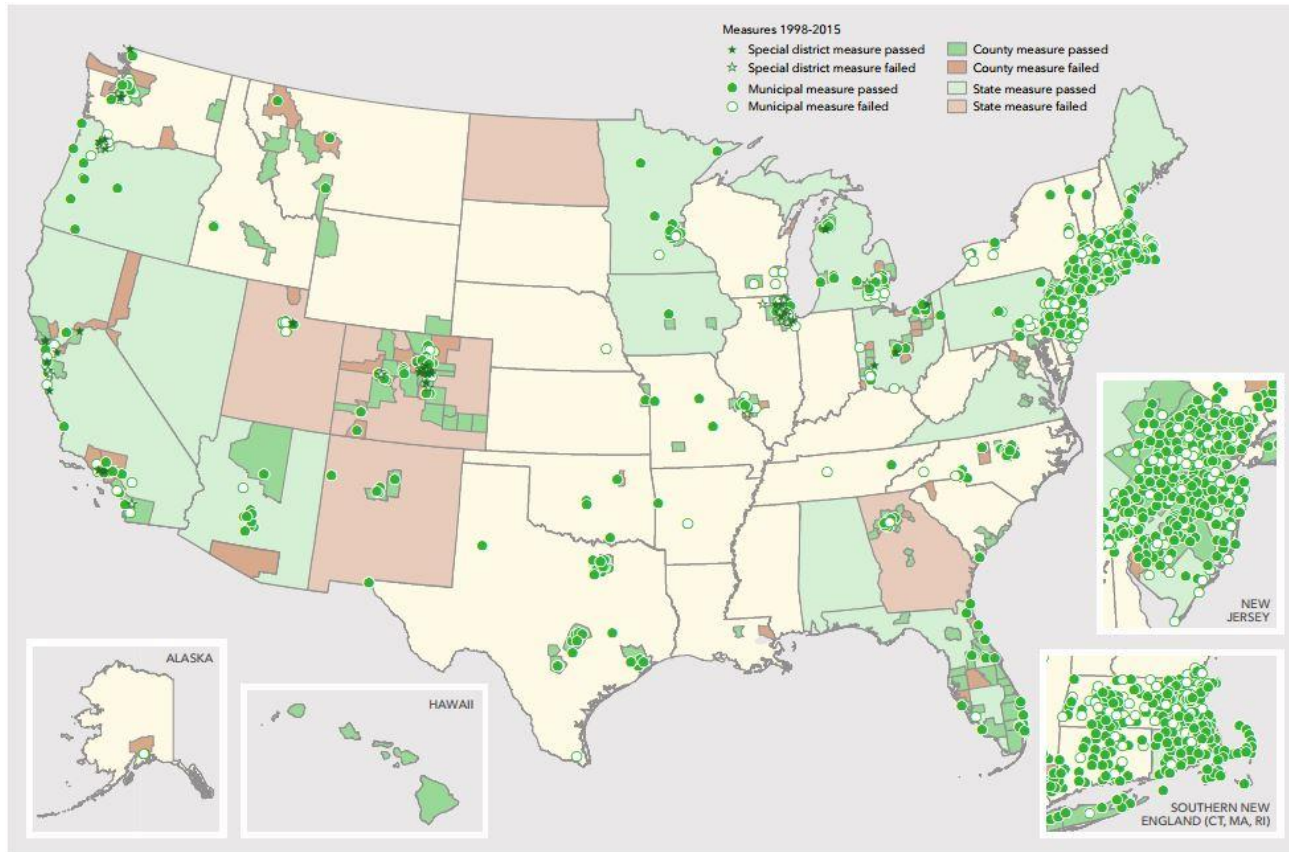
The logo for The Trust for Public Land, featuring a green square background with the text "THE TRUST FOR PUBLIC LAND" in white, stacked vertically.

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LAND

The Trust for Public Land

- We have a proven record of success.
 - We've worked for more than 40 years to conserve land for people.
 - Since 1972, we've completed more than 5,000 park and conservation projects across 47 states, Puerto Rico, and the U.S. Virgin Islands, conserving more than 3 million acres of land, from the inner city to the wilderness.
 - We are the national leader in creating public funds for land conservation, working with states, counties, and cities to generate nearly \$60 billion for local conservation efforts since 1996.
 - We've created, sustained, or supported 340 local land trusts nationwide.

The Trust for Public Land – record of success



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February 1, 2016

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Key Steps for Successful Ballot Measures

Feasibility Research



Public Opinion Survey



Program Recommendations



Ballot Language



Campaign

Step 1 – Feasibility Research



- Community overview
- Finance options
 - Past measures
 - What has worked in other states
 - New ideas
- Fiscal capacity
 - What financing limitations exist
- Political profile
 - Political considerations

Step 1 – Feasibility Research Cont.



Technical path to the ballot

- Legislation needed
- Election history
- Election requirements
- Ballot language requirements
- Timeline/pathways to the ballot

Step 1 – Feasibility Research Cont.

| Bond Financing Costs for Polk County | | | | |
|--|------------------|-------------------|---------------------------|-----------------------|
| 20-year Bond Issues at 1.8% Interest Rate* | | | | |
| Total County Taxable Value = \$20.25 billion (Source: County Auditor) | | | | |
| Bond Issue Size | Annual Debt Svce | Tax Rate Increase | Cost/ Year/ \$100K home** | Cost/ Year/ Avg AV*** |
| \$30,000,000 | \$1,799,482 | 0.089 | \$5 | \$6 |
| \$40,000,000 | \$2,399,309 | 0.118 | \$6 | \$8 |
| \$50,000,000 | \$2,999,136 | 0.148 | \$8 | \$10 |
| \$75,000,000 | \$4,498,705 | 0.222 | \$11 | \$16 |
| \$85,000,000 | \$5,098,532 | 0.252 | \$13 | \$18 |
| \$100,000,000 | \$5,998,273 | 0.296 | \$15 | \$21 |
| *Interest rate confirmed by county finance office. | | | | |
| **\$100K market value; estimated taxable value \$50,571. | | | | |
| ***Average home value is median residential assessment \$137,200 w / 50.7518 | | | | |
| rollback = \$69,631 (rounded to \$70,000). Polk County Assessor. | | | | |

Step 2 – Public Opinion Survey

Methodology: random sample of voters, telephone or combined telephone/internet

Why poll?

- Reality test – will voters support the measure?
- Determine the strongest messages – are there messages that can convince undecided voters to the yes column?
- Determine who are the best messengers to deliver the message.

Step 2 – Public Opinion Survey

"What are the one or two main reasons why you would vote No on this proposal?"

Enough Open Space
Increasing Debt
Distrust Government
Better Uses
Open Space Isn't Public
Raising Taxes Don't Know
Will Be Wasted
More Expensive
Enough Money Already

Step 3 – Program Recommendations

After initial research, and in consultation with stakeholders, we offer recommendations on:

- Funding source
- Any legislation needed
- Amount (and duration)
- Purposes/ Uses of funds
- Timing (choice of election date)
- Management/ Accountability

Step 4&5 – Ballot Language and (privately funded) Campaign

Prepare for Success!

- The Trust for Public Land works with the public agency to develop the ballot language that, within legal limits, is most effective
- The Trust for Public Land can work with a privately funded campaign to advocate for passage of a measure

Next Steps



- Connect research team to key staff
- Provide input on ideas for funding mechanisms
- Review and provide input on initial draft once complete